

## **February 2014 Boulder Arts Commission Packet Materials**

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**Boulder Arts Commission Agenda  
February 19, 2014, 6:00 p.m.  
North Meeting Room, Boulder Public Library**

**CALL TO ORDER**

Approval of Agenda

**PUBLIC COMMENT**

**CONSENT AGENDA**

Review of January 22, 2014, minutes

**MATTERS FROM COMMISSION MEMBERS**

FOR DISCUSSION: Ineligible Grants

**MATTERS FROM STAFF**

FOR DISCUSSION: Manager's Update

FOR DISCUSSION: NoBo Facilitator

FOR DISCUSSION: New Department Director

FOR DISCUSSION: Draft Library Sponsorship Policy

**GRANT PROGRAM ACTION ITEMS**

**GRANT QUESTION & ANSWER SESSION**

**MAJOR GRANT APPLICATIONS**

Boulder Art Association (Tyrone Webb) -- Social Media for the Artist

Boulder County Arts Alliance (Fiscal Sponsor)

square product theatre (Emily Harrison) – SLAB, adapted from the novel by Selah Saterstrom

Hoarded Stuff Performance (Laura Ann Samuelson) -- Failure Festival

Boulder Ensemble Theatre Company (Heather Beasley) -- BETC Presents "This" by Melissa James Gibson

Boulder Housing Partners Foundation (Shannon Cox Baker) -- The North Boulder Gateway Artwork Project

The Dairy Center for the Arts (Beth Smith) – Veterans Speak

The Upstart Crow (Joan Bell) – Blood Wedding by Federico Garcia Lorca

**GRANT BUDGET REPORTS**

Ana Maria Hernando – 2013 R1 Mini-Grant (Poetry by Hand)

Blue Moon Dance Company -- 2012 Arts in Education Grant (Dance Is a Lifetime Activity)

David Leserman – 2013 R3 Mini-Grant (Sans Souci Festival of Dance Cinema)

**UPCOMING MEETING (Agenda Building)**

6:00 p.m. Wednesday, March 19, 2014—Arapahoe Conference Room, Boulder Public Library

**ADJOURNMENT**



DRAFT  
Boulder Arts Commission  
January 22, 2014  
Boulder Public Library

**Commission Members Present** Richard Turbiak, Anna Salim, Ann Moss, Felicia Furman, Linda Haertling

**Staff Present** Greg Ravenwood, Mary Fowler, Maureen Rait, Matt Chasansky, Mary Wohl Haan

**Others Present** Amanda Berg Wilson, Rod Swanstrom, Tyrone Webb, Carla Selby, Chris Brown, Patty Malish, Jim Fricker

**Call to Order**

The meeting was called to order at 6 p.m. The agenda was reviewed and a Grant Q&A session was added. Moss requested discussion of the Civic Pad at the St. Julian Hotel. Chasansky added a discussion of the Pro-Cycling Monument discussion, and recommended that discussion of the Community Cultural Plan be deferred.

**Public Comment**

Rod Swanstrom and Tyrone Webb, of Boulder Art Association, reviewed the organization's history and current status and plans. Carla Selby of Tesseract Productions spoke of her intention to pursue a project through an Open Grant and requested information about how to proceed. Patty Malish voiced her intention to pursue a Major Grant for a local organization.

**Review of Minutes**

Moss motioned to approve the December 16, 2013, minutes with revisions noted by Salim; Furman seconded and the minutes were approved unanimously.

**Report**

Amanda Berg Wilson provided an interim report on the Catamounts' 2012 Arts & Business Collaborative Grant project, FEED. After the report, the Commissioners noted that the project had been very successful. Wilson noted that a final budget report would be submitted in the spring after the last event had taken place.

**Matters from Commission**

It was noted that the 2014 BAC retreat was scheduled for Saturday, July 26, 9 a.m. - 4 p.m., with the venue to be determined. The commissioners agreed to email agenda items to Chasansky.

Moss spoke on the Civic Area Redevelopment, focusing on the Civic Use Pad located to the east of the St. Julian Hotel. She encouraged the commissioners to promote public art to City Council, especially with regard to the proposed pedestrian bridge, and Canyon Boulevard streetscape. Moss agreed to draft a memorandum to submit to City Council for their January 28 study session.

**Matters from Staff**

Chasansky reviewed his Arts Manager's Update, and asked for comments on the draft RFQ for Community Cultural Plan. The commissioners agreed to review the document and provide comments by email.

Chasansky reviewed the Public Art Collection Assessment Project, noting that Silo Workshop had been retained to document the City's interior and exterior public art collection, providing a condition report and making recommendations on maintenance. The work was expected to be completed by late spring.

Chasansky noted that a new site would need to be chosen for the Pro-Cycling Monument for North Boulder Park as a water main had been discovered in the intended location. He requested that a commission member assist in a new site selection, and Haertling agreed to volunteer in this capacity.

The draft applications for the Arts in Education Grant, and the Americans for the Arts Convention and Colorado Creative Industries Summit Scholarships were reviewed. Furman motioned to approve the grant application, with Moss providing a second, and the application was approved unanimously. Haertling motioned to approve the AFTA Scholarship application, with Moss providing a second, and the application was approved unanimously. Moss motioned to approve the CCI Scholarship application, with Furman providing a second, and the application was approved unanimously.

### **Grant Program Action Items**

#### **Grant Question and Answer Session**

Marilynn Cowgill of the Handweaver's Guild inquired about the types of documents which could be submitted as supplemental materials. Salim recommended pdfs and jpgs, rather than Word documents which she noted were unwieldy to download in the grant system. The commissioners also noted that if any additional budget information was intended as supplemental material, it could be attached as a separate document, but the budget table within the application must be filled out to calculate the amount needed from the BAC.

Tyrone Webb inquired what aspects of grant proposals were troublesome to the commissioners. The commissioners noted that broad statements of intent without supporting documentation to back the declarations up were typically looked at with skepticism. They also commented that vaguely defined marketing plans were too common.

Amanda Berg Wilson asked for a definition of "broad community impact?" Salim responded that the applicant should interpret the answer to their project and make an argument as to how the impact was expected to be substantial, noting that there were many ways to address that. Moss added that one recent project had an impact on participant children's self esteem—an impact beyond the dollar sign.

#### **Spark Grants**

Proposals from Lisa Bell, Boulder Chorale, Boulder County Arts Alliance, Interweave Dance Theatre, LOCAL Theater Company and Hora Romaneasca were reviewed. The commissioners discussed venue letter submitted by some applicants and noted that Hora Romaneasca's, Boulder Chorale's and Interweave Dance Theatre's letters did not include venue cost, which is required. It was confirmed that these three applications would not be eligible for award.

The scores recorded by the Commissioners were reviewed, with proposals by Lisa Bell and Local Theater Company achieving the total average score required for funding. Furman motioned to fund both in full at \$1000 each with Moss providing a second; the motion was approved unanimously.

### **Grant Budget Reports**

Grant budget reports for Boulder Opera, 2013 Mini-Grant (Magic Flute – Mini-Opera for Kids); Communikey, 2012 Major Grant (Communikey Festival); Motus Theater, 2013 Theater Rental/Marketing Assistance Grant and Mini-Grant (Do You Know Who I Am?); New Horizons Preschool, 2013 Arts In Education Grant (Playground Outdoor Musical Instrument); Boulder International Fringe Festival, 2013 Mini-Grant (Turning Points of Boulder); and 3<sup>rd</sup> Law Dance Theatre, 2013 Major Grant (Spring Concert) were reviewed. Furman motioned to approve all with a second from Moss and the motion received unanimous approval.

**Adjournment**

The meeting was adjourned at 8:02 p.m.

Signature

Date

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TO: Boulder Arts Commissioners  
FROM: Matt Chasansky, City of Boulder—Art and Cultural Services  
DATE: February 14, 2014  
SUBJECT: Boulder Arts Commission Manager's Update

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1. Notes on the Agenda:

a. Facilitator for NoBo Community

I am pleased to report that we have retained Ruth McHeyser to be the facilitator for the North Boulder community regarding the potential creative district designation. Ruth retired several years ago from a distinguished career in planning and urban design. Now a part-time consultant and active community volunteer, Ruth was Boulder's planning director from 2006- 2009, where she oversaw the adoption of the Transit Village Area Plan (now being implemented as Boulder Junction), the integration of sustainability and urban design functions into the department, and resolution of conflicts between a developer and neighborhood group, culminating in the successful redevelopment and re-use of a former elementary school site. She had previously managed complex, highly visible planning projects, such as the award-winning North Boulder Plan. The NoBo Plan resulted in the adoption of new mixed use zoning districts and a street network plan that helped shape changes in the NoBo area, including the current mixed density/ mixed use areas, now with a walkable street network and integrated system of parks and civic spaces. Ruth has a master's degree in Landscape Architecture from the University of Colorado at Denver, is a fellow with the Regional Institute for Health and Environmental Leadership.

Ruth's scope of work for the first phase of the facilitation process includes small group and large group meetings during which she will gather information and opinions about the challenges facing the community and the vision for success. We expect her community process for this phase to be complete in mid-April, and a final report in to the City shortly after that. She will then build a process for a second phase in which the community can gather with the goal of building tools for collaboration and establishing the principals to move forward with city and state designation processes.

b. Library Renovation Construction Update

The renovation project kicks off on February 20. Please see the attached invitation to the ceremony.

Background information on the Main Library renovation project may be found online on the project webpage (<http://news.boulderlibrary.org>) and in the September 2012 – January 2014 Library Commission meeting packets: <http://boulderlibrary.org/about/agenda.html#archive>.

Overview of Key Project Dates:

Jan – Feb 2014	Café vendor RFP process.
Feb 5, 2014	Library Commission meeting: General project update.
Feb 10, 2014	Boulder Library Foundation meeting: Review of renovation project funding requests.
Feb 20, 2014	Construction kickoff ceremony, 11 a.m. in Canyon Gallery.
Mar 2014	Café vendor selection and contract finalized.
Mar 5, 2014	Library Commission meeting: Update on graphics, furniture, and review of café vendor and public art selection.

General Construction Schedule (subject to future updates):

Feb 24 – Apr 30, 2014	Phase 1A: Teen Space / Non-Fiction
Feb 26 – Apr 30, 2014	Phase 1B: Bridge / Café
May 1 – Jun 27, 2014	Phase 2: Second Floor Reference / Administration
Jun 30 – Sep 9, 2014	Phase 3: New Children's Area
Oct 10 – Nov 17	Phase 4: First Floor Entry / Fiction / Media

Temporary walls will be in place in the Canyon Gallery through the course of the project. We intend to display The Flood Project on whatever walls are available during that time.

c. Library Renovation Public Art Project Update

In order to accommodate an adjustment to the public art schedule, and to ensure that the artists have enough time between their site visit and the delivery of proposals, staff has decided to postpone the selection panel meeting from 2/28 to 3/28/2014. It is during this proposal development phase of the project that the artists must formulate a cohesive concept, and develop all of the documents, specs, material samples, renderings and models. In typical projects, this phase can be two or three months. Staff feels that the benefits of ensuring fully developed proposals for the selection panel to review is a strong justification for this delay. That said, the postponement of the selection panel meeting does not impact the preliminary schedule, and should not affect the artists' ability to deliver a completed artwork by the end of the construction project.

Updated Public Art Project Selection Schedule:

Dec 9, 2013 – Mar 28, 2014	Staff works with semifinalists to develop proposals.
Feb 3, 2014	Site Visit
Mar 28, 2014	Selection panel selects finalist.
Apr 2, 2014	Library Commission review of finalist.
Apr 16, 2014	Boulder Arts Commission review of finalist.
Apr 2 - 18, 2014	Technical review
Apr 21, 2014	The recommended finalist, as well as the comments of the library and arts commissions will be forwarded to the city manager for approval.
Apr 28, 2014	Contract negotiation phase begins.

## 2. Other Matters:

### a. Library Sponsorship Policy

The Library Commission discussed the attached draft policy in their February meeting. This policy pertains to programs that seek to be sponsored for use of BPL facilities, including the Canyon Theater. The proposed policy will be of interest to the BAC for two reasons:

- The policy impacts Art & Culture Program staff, and
- The Canyon Theater is an asset to the cultural community, and many of these organizations seek out sponsorship.

I will ask for any comments or suggestions in the February meeting.

### b. Design Contractor for Arts & Cultural Services

Art & Culture Program staff will be seeking proposals from graphic design firms for services to create an identity package for the office. The scope of services will include templates for communication media (paper, website, and email formats) as well as a graphic, color, and font system which can be used for the Community Cultural Plan communications tools. Part of this scope may also include other areas of the office such as Arts Resource or public art projects.

### c. New Work Plans for Office Staff

In order to address certain gaps and challenges in the breadth of programs in the Arts & Cultural Services Office, we have been in discussion since December on possible efficiencies that might be gained within the responsibilities of existing staff.

- Mary Fowler will now be assisting me with the Community Cultural Plan. This is in addition to her ongoing tasks with the Arts Resource website, and in supporting Greg with the grants program.
- Mary Wohl Haan will be reducing the frequency of her Dance Bridge communications in order to become our office's point-person for programming communications in the Concert, Cinema, and Dance programs.

### 3. Staff Program and Project Updates:

#### a. Cinema

- Florence Becker Lennon Program—March 3, 6:30 PM—Canyon Theater

#### b. Concerts

- Trio Cordilleras—February 18, 12:00 PM—Canyon Theater
- Margaret McDonald and Geraldine Walter—March 2, 2:00 PM—Canyon Theater
- Colorado Chamber Players—March 8, 11:00 AM—Canyon Theater
- Midday Music Meditation—March 12, 12:00 PM—Canyon Theater
- Annual Ridi VanZandt Concert—March 16, 2:00 PM—Canyon Theater

#### c. Dance

- Carmen & Geoffrey Screening—February 24, 6:30 PM—Canyon Theater

#### d. Exhibitions

- *Perspectives in Bronze*: Belgin Yucelen—through February—Art Resource Hall
- *Nature's Palette*: Nell Mellor—March through April—Art Resource Hall
- *Still Waters Run Deep*: The bARTer Collective—through October—Canyon Gallery

More information can be found at the library programs website: <http://boulderlibrary.org/events/>.

#### e. Public Art

- Library Renovation Project—selection phase
- 13<sup>th</sup> Street Plaza—preselection phase
- West Pearl Wayfinding—preselection phase
- Junction Place Bridge—design phase
- Baseline Underpass—design phase
- Diagonal Highway Gateway Landscape—construction/installation phase
- The Flood Project—construction/installation phase
- Elks Park—on hold

**Come celebrate our construction kickoff!**



**Main Library Renovation Project  
launches in February and will  
continue through November.**

**11 a.m., Thursday,  
February 20, 2014  
In the Canyon Gallery**

**Boulder Public Library  
1001 Arapahoe Avenue**

## **Boulder Public Library — Reinventing the Place to Be!**

We're thrilled to begin construction on the Capital Improvement Bond-funded Main Boulder Public Library renovation project this month, and invite you to join us to mark the beginning of construction. The Main Library Renovation Project will be done in four phases, and will continue through November.

**Light refreshments  
Children are welcome!**



**boulder library**

For information, contact Jennifer Bray at  
[brayj@bouldercolorado.gov](mailto:brayj@bouldercolorado.gov) or 303-441-4160.

CITY OF BOULDER LIBRARY & ARTS DEPARTMENT  
POLICY FOR SPONSORSHIP OF PROGRAMS AND EVENTS DRAFT 1/27/2014

## PURPOSE AND SCOPE

It is the purpose of this policy to establish guidelines and processes for the approval of sponsored activities in City of Boulder Library & Arts Department (Boulder Public Library, or BPL) facilities.

BPL facilities include meeting rooms, certain common areas, the Canyon Theater, the Canyon Gallery, and certain gathering areas outside BPL buildings. These facilities are used primarily for BPL programming or for City of Boulder government (City) business. On occasion BPL facilities may be scheduled or rented by community organizations, individuals, and businesses. When appropriate, BPL may choose to sponsor the program of a community organization. The terms below govern the conditions of that sponsorship, the criteria for which proposals for sponsorship are considered, and the process for approval.

## VENUE SPONSORSHIP AGREEMENTS

This policy governs all library facilities. Further to this policy, additional terms and conditions may be applied to specific venues, and will be detailed in separate Venue Sponsorship Agreement documents. [link]

Even after approval of a sponsorship proposal as outlined in this policy, no program is considered officially sponsored until scheduling is confirmed, and the Venue Sponsorship Agreement is complete.

## GENERAL CONDITIONS AND RESTRICTIONS

The following conditions and restrictions are requirements for consideration of any sponsorship proposal.

1. Availability — BPL facilities are available on a first-come, first-served basis when not needed for City business. Programs that are approved for sponsorship do not get preferential booking to either City business or, in the case of the Canyon Gallery, paid rentals.
2. Scheduling Hours — Each venue will have specific terms related to the times in which a sponsored program may be scheduled. These terms will be detailed in the specific Venue Sponsorship Agreement.
3. Prohibited Activity — BPL facilities may not be used for the following purposes:
  - a. Political campaigns, including programs that are intend to influence the passage or defeat of ballot issues and city ordinances, or to promote candidates for political office.
  - b. Religious proselytizing, including any program that seeks to promote a single religious viewpoint over that of others.
  - c. Content that advocates violence or intolerance.
  - d. Content that violates, or advocates the violation of, City, State, or Federal Laws. This includes illegal public exhibition of copyrighted material such as unlicensed cinema showings or music performances. The applicant is responsible for demonstrating that they have a license to display/perform such material as a condition of sponsorship.
  - e. Commercial activity including promotions, marketing, or sales.
  - f. Charitable benefits or fundraisers.

4. Access — The proposed program will:
  - a. Be free to all and charge no admission.
  - b. Be available to anyone who wishes to attend.
  - c. Be prepared to accommodate participants and/or audience members with special needs to the degree that is possible.
5. Restrictions on Recurring Programs
  - a. Approval of sponsorship in the past does not guarantee that future requests will be approved.
  - b. Recurring events approved for sponsorship are considered sponsored for one year only, and must re-apply for each subsequent year.
  - c. Canyon Theater and Gallery — At the discretion of BPL administration, proposals for sponsorship will only be considered for programs that are one-time or annual events. Daily, weekly, monthly, or quarterly events will not be considered for sponsorship.
  - d. Meeting Rooms and All Other Facilities — Recurring commitments for meeting space are made for no more than a one-year period.
6. Approval of Communications — Any communications about the sponsored program must be approved by BPL staff prior to release of those materials. This includes all marketing materials, press releases, web pages, calendar listings, advertisements, etc. In the case of any media activity such as television, radio, web- or print-media interviews, BPL staff must be updated when such interviews are scheduled to be conducted, and when the reports are expected to be released.
7. Requirements of the Venue Sponsorship Agreement — In addition to the above, programs approved for sponsorship must be able to meet all terms and conditions detailed in the applicable Venue Sponsorship Agreement [link]. The responsible party for the program is accountable for enforcing those terms.
8. Loss of Privilege — Failure to abide by these general conditions and restrictions, or the terms of the specific Venue Sponsorship Agreement, will result in the withdrawal of the Library's sponsorship and, at the discretion of BPL administration, restriction on the ability to apply for sponsorship in the future.

#### CRITERIA FOR REVIEW OF PROPOSALS

Proposals will be considered based on the following criteria:

1. Supports the BPL Mission — The mission of the Boulder Public Library is to enhance the personal and professional growth of Boulder residents and contribute to the development and sustainability of an engaged community through free access to ideas, information, cultural experiences and educational opportunities.
2. Cultural Value — The proposed program is an impactful cultural resource for the City of Boulder.
3. Community Benefit — The proposed program will be of demonstrable benefit to Boulder residents and library patrons.
4. Fills a Need — The proposed program will compliment, or fill an unmet need not available in, programs available elsewhere in Boulder. The proposed program will not be in competition with other public or private organizations, or duplicate events that are occurring at other venues.
5. Benefits the Applicant Organization — The proposed program will be improved, or will be better able to serve its audience, by use of BPL facilities.

## MEANING OF SPONSORSHIP

Sponsorship is defined as BPL endorsement of the program.

When a proposal is accepted as a sponsored program, BPL will provide the following:

1. Communications — BPL will post information about the sponsored program in the library's website calendar. At the discretion of BPL administration, the program will also be listed in BPL printed material, on in-library digital displays, in BPL media communications, or other messaging.
2. Staff Support — As appropriate, pre-arranged assistance will be available to support the sponsored program with questions regarding audio/visual equipment, internet connections, scheduling assistance, etc. Additional information about support may be detailed in the specific Venue Sponsorship Agreement.
3. Rental Fees for the Canyon Theater — For the Canyon Theater only, the sponsored program's basic rental fees will be donated. Terms and conditions to this donation, including potential fees that may still be applied outside of the subsidized rent, are detailed in the specific Venue Sponsorship Agreement.

The sponsored program will provide the following as a condition of sponsorship:

1. Recognition — Inclusion of the BPL logo or other credit information in all marketing material.
2. Post-event Reporting — The responsible party for the program will provide a report after the end of the program which details attendance data. Further information may be requested, such as press clippings, marketing collateral, and a narrative about the success of the program in addressing the standards outlined in the Criteria for Review of Proposals, above .

Further terms of sponsorship particular to each venue will be detailed in specific Venue Sponsorship Agreement.

## APPROVAL PROCESS

1. Deadline for Submission of Application — Applications for sponsorship will considered no less than three (3) months before the start date of the program.
2. Proposal Submission — all proposals for sponsorship must be submitted to BPL staff.
  - a. Canyon Theater and Gallery — Submit proposals to the Canyon Theater Manager [link to contact info]
  - b. BPL Meeting Rooms and Other Facilities — Submit proposals to the Library Programming Manager. [link to contact info]
3. Proposal Review — The Library Programming Manager and/or Canyon Theater Manager will review all proposals for compliance with the General Conditions and Restrictions, as well as the terms of specific Sponsorship Venue Agreements. Acceptable proposals will then be reviewed by the BPL administration and the Library and Arts Department Director according to the Criteria for Review of Proposals, above. These reviews may take up to 30 days to complete.
4. Final Approval — The Library and Arts Director has final approval of all proposals.
5. Notification — The applicant will be notified within five (5) business days of the final decision.



## Grant Budget Report

**INSTRUCTIONS & DEADLINES:** To receive the remaining 20 percent of grant funds (excluding Mini-grants which are awarded 100% at the outset), please complete the grant budget report form in its entirety. Reporting for all grants should be turned in within 30 days after completion of the project.

If a grant project cannot be completed within 30 days of completion of the project, a formal letter should be presented in advance of that report due date explaining the delay, when completion of the project is anticipated and when the project's grant budget report will be filed. The Arts Commission will review grant budget reports and letters at its December meeting and provide a response. Twenty percent funds are not assured for projects delayed beyond the originally proposed timeline.

Failure to follow these procedures may jeopardize the balance of grant funds and eligibility to apply for future BAC grant awards. If you have questions, contact the BAC liaison at 303-441-4113.

Submitted reports will be reviewed by the Commission at the next opportunity. Approved reports will generally result in direct mail of the final 20% grant funds. Reports which are not approved will result in a letter specifying the revisions and/or further information required.

☒ Arts in Education Grant  
☐ Mini-Grant

☐ Major Grant  
☐ Theater Rental/Marketing Assistance Grant

1. Identifying Information

Grant Recipient: Blue Moon Dance Company

Project Title: Dance is a Lifetime Activity

Total Amount Awarded: \$3,000

Date Awarded (month and year): October 18, 2012

Mailing Address: 3135 Broadway, Boulder CO 80304

Contact Name for Organizations: Pat Connelly

Email & Phone: [bluemoondanceco@hotmail.com](mailto:bluemoondanceco@hotmail.com) Phone: 303-443-3262

2. Provide a brief project description including the number of performances/days of event or other deliverables. If the final outcome(s) of the project differed from your description in your original grant application in any way, please give details.

Blue Moon Dance Company worked at Manhattan Middle School and Shining Mountain Waldorf High School teaching dance classes, helping students choreograph and rehearse for performances and providing support to school educators in dance and other subjects throughout the school schedules. At Manhattan Middle School, six instructors from the dance company taught several different dance styles to the students starting in February. Three of those company members continued working with the students on choreography for a school performance which was part of the grade requirements for that class. There were 25 students. This was completed with the May 16<sup>th</sup> performance in the school auditorium. For Shining Mountain Waldorf High School, eight company members taught four different grades throughout 2013. A total of 43 classes were taught, with an average of 21 students per class. In addition, two company members worked with the literature teacher and 10<sup>th</sup> grade class on choreography and rehearsals for a class project that culminated in three performances for the entire school, staff and parents. The twelfth grade invited in staff, instructors and another class to view the final student choreography performances during the final class period of the semester. Due to the flooding, 10 classes were cancelled.

3. List your project goals as described in your original grant application and rate how well those goals were met. What method(s) did you use to evaluate your project?

The project goals were:

A. to teach dance skills and aesthetics, with an emphasis on creativity;

B. to work with educators in other fields to connect dance with languages, history, music and other cultures;

C. to improve the teaching skills of the instructors, both the school staff and company members.

The completion of these goals was measured by feedback from the schools, audience reactions, student appreciation, grade reports and written evaluations. The goals were met completely in all three areas.

At Manhattan Middle School, students learned about excellence in dance and also the practical side of education and the arts. During one class, company members were asked about college. Two dancers had attended college for dance and one had not – she was a nurse as well as a gifted dancer. The dance facilitator, Susan Simmonds, wanted us to give true life experiences about the value of higher education in any field. One of our company members went to Cuba to study dance. He described how politics affected the way dance was taught, to the point that one teacher had to hide his class activity because he did not have an official permit. Shining Mountain Waldorf High School evaluates the faculty annually. Blue Moon Dance Company not only has been well received, the Middle School wants to hire the company for a 6 week workshop in 2014.

4. How many people participated in your project and how does this compare to what you projected in your original grant application? Include a demographic breakdown of audience/participants, volunteers, paid staff.

Company Members: 10 dancers – paid staff

School Staff: 5 Teachers

Students: Approximately 125 student participants

Audience/Manhattan: 25 participants, 12 student technical staff and ushers, approximately 175 audience members, 65% adults and 35% children

Audience/Shining Mountain Waldorf High School: 18 participants, 5 student technical staff and ushers. There were three performances. The daytime performance for the lower grades and two evening performances were open to the public. The school performance had approximately 125 students and 15 staff/instructors. The evening performances had approximately 200 audience members each night, 80% adults and 20% children. Since the performances are free and held by the schools, not the company, an exact demographic count is impossible to provide. Overall, with an extra performance added, more than the projected student outreach was achieved.

Describe whether your audience development plan/marketing strategy was effective or not. If it differed from the proposal plan, provide details. What factors assisted you in reaching your targeted audience? What factors, if any, were a hindrance?

A. Manhattan Middle School: A copy of the Manhattan Middle School program is attached acknowledging the support of the Boulder Arts Commission Grant and Blue Moon Dance Company. This was helpful in reaching a wider group than the usual participants in the classroom as the performance was open to the entire school, staff, parents and friends of the performers. Student performances always bring out a large and very mixed audience. Also, although Susan Simmonds, dance facilitator, moved to another school for the fall semester, she strongly recommended Blue Moon Dance Company to the new instructor. The company is trying to work out a schedule for the spring of 2014 at Manhattan Middle School.

B. Shining Mountain Waldorf HS: There is an online grading system which is filled out for each student. Under the class description portion, the Boulder Arts Commission acknowledgement has been included. With each class and each parent we meet, Blue Moon Dance Company reaches more people. Company members make it a point to meet with parents at school performances and events.

C. The major hindrance to the company's goals was the interruption to the schedule due to the September flooding. The 10 classes which were cancelled due to damage to the high school impacted the budget as well as the classroom planning. This reduced earned income by approximately \$300.

5. How did your project contribute to the overall economic vitality of the City of Boulder? How is this measured? Blue Moon Dance Company is a Boulder-based company. All rehearsals and the majority of our projects take place in the City of Boulder. Since company members are always paid for their work, this project provides income to Boulder residents. Final reports are prepared for several different funding sources annually which cover the financial statements thoroughly. Several company members teach independently in Boulder and have students from participating schools attend classes outside of the school program. The company has cooperated in numerous surveys by different arts organizations to support the economic impact of the arts and its overflow to other sectors of the population. These surveys also assist the organization in measuring outcomes.

6. Provide details on any takeaways—things learned, and/or breakthroughs you can share with the arts community in Boulder via the City of Boulder Arts Commission.

Continuity is important. A parent at Shining Mountain Waldorf HS met two company members at the start of the fall session. She has three daughters who took part in the Shining Mountain Waldorf dance activities. One graduated, another is a senior and the third in 9<sup>th</sup> grade. She expressed great appreciation in the fact that dance was represented at the school so that her very tall, athletic daughters were given a choice between sports and the arts. One company member has convinced a dance studio in Louisville to support a free class for underprivileged students in the spring of 2014.

## Project Budget

Additional budget documents may be submitted, but this budget form must be filled out in this exact order.

<b>PROJECT INCOME</b>	<b><u>Proposed</u></b>	<b><u>Actual</u></b>	<b><u>Variance</u></b>
Sales	\$2,025	\$1,625	17%
Cash donations			
Grants (other than BAC)	\$500	\$425	15%
BAC Grant	\$3,000	\$3,000	-0-
In-kind	\$3,715	\$3,715	-0-
<b>Total Project Income</b>	<b>\$9,240</b>	<b>\$8,815</b>	<b>5%</b>
<b>PROJECT EXPENSES</b>	<b><u>Proposed</u></b>	<b><u>Actual</u></b>	<b><u>Variance</u></b>
Administration			
Production	\$75	\$75	-0-
Rent (facilities/equipment)	\$1,500	\$1,450	3%
Marketing/Publicity			
Artist Fees (honoraria)	\$3,950	\$3,575	9%
In-kind	\$3,715	\$3,715	-0-
<b>Total Project Expenses</b>	<b>\$9,240</b>	<b>\$8,815</b>	<b>5%</b>
<b>PROJECT PROFIT/LOSS</b>	<b><u>Proposed</u></b>	<b><u>Actual</u></b>	<b><u>Variance</u></b>
	-0-	-0-	-0-

Please provide an explanation of any significant variances (over 20 percent) between your proposed and actual budgets.

What did your project cost per participant (i.e., total project expenses divided by number of participants?)

Actual Cash Expenses per participant = \$36.43

Total Project Expenses (with In-Kind added) = \$66.00

Submit supplementary materials displaying credit of BAC grant funding (such as advertising, schedules, news/media clippings, programs, etc.). Media files (audio, video) are not requested.

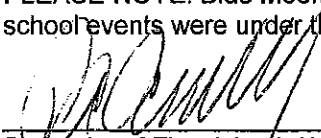
**Supplementary Materials:** Sample Grade Report for Shining Mountain Waldorf High School, program from Manhattan Middle School Dance performance, Letters from Students and Emails from Participating Teachers

I certify that the information contained in this Grant Budget Report is true and correct to the best of my knowledge.

I certify our use of the Boulder Arts Commission credit line in project advertising, signage and programs.

I certify that I listed our event on the Boulder Arts Resource Web calendar.

PLEASE NOTE: Blue Moon Dance Company listed its annual concert on the Boulder Arts resource calendar. The school events were under the control of the participating school, not the company.

  
Signature of Fiscal Agent/Artist

Date

12-28-13

# Shining Mountain Waldorf High School

## Grade Report Form for 2013-2014

**Course Title:** Dance

**Student's Name:** [REDACTED]

**Course Subtitle (optional):**

**Final Course Grade:** Pass

**Teacher's Name:** Pat Connelly

**Please circle:** 9<sup>th</sup> 10<sup>th</sup> 11<sup>th</sup> 12<sup>th</sup> Mixed Grades

**Which Quarter, Semester, Block?** 1<sup>st</sup> Qtr 2013-2014

**Final Day of This Course:** 11/01/13

The 12<sup>th</sup> Grade Dance Class is a culmination of the previous three years of studying different dance styles and techniques. Dance is presented as a lifetime activity, with an opening warm-up and stretching session. The students selected dance forms to review and also continued the creative, artistic aspect by choreographing works in smaller groups. This year, the class reviewed hip-hop and salsa and divided into four different sections to create very diverse short dances which were presented to a selected audience at the last class period. The music choices, format and final demonstrations were fun and well done. Following the progress of this particular class over a four year period has been a very satisfying experience, especially observing the growth of each student as an individual.

Through the support of the Arts in Education grant from the Boulder Arts Commission, we were able to bring in additional members of Blue Moon Dance Company to assist in teaching the classes.

Dear Blue Moon Dance,

My name is Mariah Menaker and Pat, as well as other members of your company came and taught ballroom dance at Manhattan Middle School. You also choreographed a Latin dance number for our end of the year recital. Before you came to Manhattan I hadn't been exposed to ballroom dance. I really enjoyed learning the basic steps that you taught us and doing them to music. I liked how you took your time teaching us the steps and made sure that everyone understood them before you moved on. You used the same technique when teaching us the choreography for the recital so that we knew the exact order of the steps. Pat taught us in such a way that I am confident I will remember the steps for a long time.

Thanks Again,  
Mariah Menaker

Dear Blue Moon Dance,

My name is Jenna and I am a dance student at Manhattan Middle School. Thank you very much for coming to our class. I really liked taking ballroom. I have always wanted to learn ballroom, but there aren't any available classes for kids. I would like to continue learning ballroom in the future! Thank you!

-Jenna W.

Dear Pat,

My name is Olivia and I am a 8th grader at Manhattan Middle school. You came to my dance class and taught all of us various latin dance steps and moves. I thought that was a lot of fun and I really appreciate that you took the time to teach us how much fun ballroom dancing is. The reason why I thought that it was so special was because we all know how busy you are with your dance company, but you still took the time to come to our school and prepared our final piece for our spring show.

Thank you so much

Olivia Sobieczky

September 25, 2013

RE: Blue Moon Dance Company  
Boulder Arts Commission "Arts in Education" grant

To Whom it May Concern:

I am writing this letter on behalf of the Blue Moon Dance Company, because I strongly support their endeavors to make art accessible to residents of Boulder County. As a high school Spanish teacher and former dance teacher in the Boulder Valley School District, I see first hand how important it is to expose youth to the wonders of art and creative movement.

Many years ago, I had the opportunity to enroll as a student in one of Pat Connelly's ballroom dance classes, and it was a wonderful experience. In fact, I was so inspired by her teaching, that I decided to incorporate some of the lessons learned into my own Spanish classroom. My students were delighted to learn about dance and its cultural implications in Spanish-speaking countries.

For years, Pat and her Blue Moon Dance Company volunteered for Monarch High School's "World Language Day" to expose students to new and different cultures. With our limited budget it was difficult to bring in outside groups that engaged students in hands-on, authentic learning. Pat and her company were always our most popular session, mostly due to Pat's passion, energy, and expertise! Last year, I taught Spanish and dance at Manhattan Middle School in Boulder, and Pat once again volunteered to come in as a guest artist and taught master classes to my dance students. In fact, her company choreographed our closing ballroom number with the students for our spring show. It was an incredible piece, and it was no small task getting 25 middle schoolers to partner dance! This year, I am back teaching high school students at Centaurus, and Pat and I have already discussed plans to incorporate Latin dance into my Spanish 1 and 5AP classes. It is funding from grants like yours that make such opportunities possible for public school students.

I hope that you will consider the value of Pat's teaching and the impact her art makes on the lives of young people in the Boulder County community. Please continue to support her programs, because they truly do make a difference. If you need more information, please contact me at [susan.simonds@bvsd.org](mailto:susan.simonds@bvsd.org).

Sincerely,

Susan M. Simonds  
Spanish teacher, Centaurus High School  
(Formerly of) Manhattan Middle School  
& Monarch High School



**Boulder Valley School District**  
**Distrito Escolar del Valle de Boulder**  
*Excellence and Equity \* Excelencia y Equidad*

**Manhattan Middle School  
of Arts & Academics**

290 Manhattan Drive  
Boulder, Colorado 80303  
720-561-6300

**September 30, 2013**

Re: Blue Moon Dance Company  
Boulder Arts Commission's "Arts in Education" Grant

To Whom It May Concern:

I'm writing this letter on behalf of the Blue Moon Dance Company because I whole-heartedly support their efforts to bring the arts into the public schools of Boulder. As a Language Arts teacher and the dance teacher at Manhattan Middle School of Arts & Academics, I find their efforts doubly important because it exposes my students to a variety of movement styles that they may not otherwise have the opportunity to explore.

The overall goal of the Manhattan Dance program is to provide an opportunity for students to learn to dance who may not have the means to take formal lessons. Because dance lessons and being involved in dance can be costly, part of the mission of the Manhattan Dance program is to offer low-income students a chance at learning to dance; however, the program welcomes students of all abilities, so some of our dance students do have dance experience. Therefore, not only does the program incorporate more common styles such as jazz and hip hop, but also different cultural styles of dance such as Mexican Folklorico, African and Bollywood, as well as ballroom, line dancing and more. Through our ongoing Guest Artist series, we aim to bring in experts in these styles and more; the Blue Moon Dance Company is an integral part of this series and instrumental in helping us at Manhattan fulfill the goals of the dance program.

The Blue Moon Dance Company worked with the Manhattan Dance program last year and was able to expose the students to a variety of styles of movement including Salsa and the Charleston. In this way, the Blue Moon Dance Company has been vital to keeping the Manhattan Dance program one that exposes students to a wide and varied collection of styles and genres of dance. It is through grants and funding such as yours that allow these opportunities to reach my students.

I hope that you will continue to support Pat Connelly and the Blue Moon Dance Company; their efforts and expertise are an invaluable benefit to students in Boulder today. If you need more information, please contact me at [akacia.pennington@bvsvd.org](mailto:akacia.pennington@bvsvd.org).

Sincerest Regards,  
Kaci Pennington  
6<sup>th</sup> Grade Language Arts & Reading Teacher  
Dance Teacher  
Manhattan Middle School of Arts & Academics



*Manhattan Middle School of Arts + Academics*

*Spring Dance Concert: Showcase of Student  
Choreography*

*May 16, 2013*

**\*Introduction** – Susan Simonds, dance teacher

1. **Man in the Mirror** – all dancers  
*Contemporary piece of student choreography*

2. **Cool Kids Don't Dance** - Mia McKay  
*Jazz/hip hop* Ella Remer

3. **Anything Can Happen on Broadway** - Jenna Wilson  
*Musical theater*

4. **Parker** – Bronwyn Aggett-Carosella  
*Hip hop* Macey Broadwater  
Yenu Romeo  
Hannah Trettin  
\*Teagan Walker

5. **Locomotive** – Parker Buck  
*Urban* Tyler Long  
Mass Ricci

6. **Prométeme** – Karla Alcala  
*Bachata* Estefania Ordaz  
Sara Turbett

7. **Left Behind** – Ruth Kiouis  
*Jazz* Jordan Mockel

8. **You Make Me Feel** – Olivia Sobieczky  
*Street dance* Jyotika Tandan

9. **Lose Yourself** – Blue Bock  
*Hip hop* Gabe Hernandez Cervantes

10. **Runner** – Mariah Menaker  
*Lyrical*

11. **DCKK Stronger** – Kimberly Giron  
*Pop* Dalia Jaime Raudales  
Carla Morquecho  
Katerine Quijada

\*\*\*\*\*Brief pause\*\*\*\*\*

12. **Oye Cómo Va** – all dancers  
*Latin ballroom choreographed by Pat Connelly and the*  
*Blue Moon Dance Company, funded in part by*



A very special thank you to Manhattan PTO Magic  
Phoenix program, Tracy Ayers' *Live Your Dream* fund,  
Boulder Arts Commission, the University of Colorado  
Dept. of Theater and Dance, Eco-Arts, and many  
individual donors who have made our Guest Artist Series  
possible.

A HUGE thank you to Luis Piñeda and Colter Schroer for  
running tech (sound & light).

Cake reception to follow in the foyer...please join us.

Delete Archive Junk Sweep Move to Categories Susan Pat



Susan Simonds 8/15/13

To: Pat Connelly

Cc: Akacia Pennington

View c

Dear Pat ,

As you may already know, I will no longer be teaching dance at Manhattan Middle School as I have taken a position at Centaurus High School. For the past few months the program has been in limbo, but now I am thrilled to share that Akacia Pennington (Kaci), one of our language arts teachers, will be taking over. We have spoken extensively, and she is very excited for the opportunity and would love to continue last year's very successful Guest Artist series.

As I reflect on last year, I feel very strongly that the Guest Artist series was the highlight, because of your passion, expertise, and willingness to share! I want to thank you again for working with me and the students. I am so grateful for your help, and I hope that you will be interested in continuing to work with Manhattan students. Please let this message serve as an introduction to Kaci, as she may be contacting you, or feel free to contact her directly ([akacia.pennington@bvsd.org](mailto:akacia.pennington@bvsd.org)). It has been my pleasure working with you and getting to know you, and I hope that our paths cross again in the future.

Thank you,

Susan Simonds  
Spanish Teacher  
Centaurus High School